

Four years with eMabler.

From first logo to a full marketing engine.

A Finnish EV charging software company we worked with from its early days. We built the brand, the first website and the HubSpot foundation, then ran marketing across campaigns, content and international events.



CLIENT

eMabler

EV charging platform · Finland

RELATIONSHIP

2021 – 2025

Three years close, a break, then back

WHAT WE DID

Brand, web, HubSpot & marketing

Strategy through execution

STARTING POINT

A young company

No brand, website or CRM yet

TECHNOLOGY

HubSpot

CRM, CMS, Marketing Hub

HEADLINE RESULT

One partner, start to finish

Brand, website, CRM, campaigns

THE STARTING POINT

A strong product, and everything else still to build.

eMabler builds an API-first platform that lets energy companies, parking operators and retailers run EV charging as part of their business. When we started working together in 2021, the company was young. The technology was there, but there was no brand, no website and no system for managing customers and leads.

They needed a partner who could build all of it from scratch and then keep marketing running, in a technical market where buyers expect substance, not slogans.

THE SCOPE OF THE PARTNERSHIP

1 Brand & foundation

Logo & identity

Marketing strategy

HubSpot CRM

Website on HubSpot

Sales materials

2 Content & campaigns

LinkedIn campaigns

Success stories

White papers

Newsletters

Events

Google Ads

3 HubSpot & sales

Deal pipeline

Automation

Segmentation

Clean-up

Agency management

Build the brand, run the marketing, make HubSpot sell

1

UNDERSTAND

BUILD

From first logo to first website

We started at the very beginning. We created the first logo and the brand identity, then the business cards and company presentations. We opened a free HubSpot account and built the data foundation, and launched the first website on HubSpot, connected to the CRM from day one.

A marketing workshop in 2021 set the positioning, the tasks and the priorities, and became the basis of the marketing strategy.

2

BUILD

GROW

A marketing engine for a technical market

We ran LinkedIn campaigns, wrote success stories with existing customers, and produced white papers on energy topics. Blogs came from external writers we managed, with visuals from us. Monthly newsletters and partnership press releases went out through HubSpot. We analysed competitors' topics and positioning, and coordinated Google Ads across the Nordics with a third-party agency.

We also designed the materials for international events, including the Nordic EV Summit. In 2023, an internal workshop set clear targets for events, newsletters and content, and we used past analytics to recycle what worked.

3

GROW

HubSpot that supports sales, then and now

Throughout, we managed HubSpot: the deal pipeline, automation and customer segmentation. We also built a recruitment process on HubSpot. After three years of close work and a break, eMabler came back to us in 2025. We cleaned up HubSpot, improved the automations and managed their external ads agency.

We've worked with Vidalico since our early days, and after a break we came back to them. That says it all. They know HubSpot inside out, they know our business, and they're quick to act. Whether it's cleaning up our CRM, improving automations or keeping our ads agency on track, they take ownership as if they were part of our own team.



Juha Stenberg
CEO, eMabler

THE OUTCOMES

2021

With eMabler from the start: first logo, first website, first CRM

1

Partner for brand, website, HubSpot, content, events and ads

2025

The year eMabler came back to us after a break



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